MASSACHUSETTS INSTITUTE OF TECHNOLOGY
800 ON YOUR DIAL
WMIT
THE TECHNOLOGY BROADCASTING SYSTEM
3 AMES STREET • CAMBRIDGE 39, MASSACHUSETTS • KIRKLAND 7-5300

November 7, 1950

Dear Marilyn,

Things seem to be running along smoothly for your night at Technology. We're starting our publicity for the evening and I'm very glad that you sent me a tentative list of your programs. They all sound good to me.

I'm glad you brought up the subject of sponsored programs. Here are the committments that we have so far for the evening. At 11;00 P.M. you have the honor of reading a commercial on behalf of "Boyers Bottled Liquors" , We have a sponsored news program from 11:00 PM to 11:10 PM consisting of campus & world wide NewS. We will be very glad to have you do this program for us. The period from 11:30 to 12:00 midnight is sponsored but the program can be whatever you want it to be. All you will have to do is read a few commercials. Then we have an agreement with the New York Times to read their news at 8:55 PM for five minutes. That all the sponsors that we have up to now. Any others that we obtain will be only spot announcements and will not hamper your programming in any way.

We are on the air Friday night from 5PM until 2 AM. We suggest that you take over the station (with due ceremony) at 7:30 and we hope you can keep it until two in the morning. We plan a party right next to the station so that those who are not on the air can be kept busy. To answer you final question we will not be able to provide a machine to play your tape shows. I realize that this is a disgraceful admission for a technical school but such is life.

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Perhaps you would like some Idea of what our broadcasting facilities are. We have one studio with a piano (Steinway Baby Grand) a boom microphone and a small announce microphone. We will probably get another microphone for the night. The size of the studio and control room is about the same as that of WCSR.

I'm enclosing our Program Log which you may or may not use as you wish. I expect to here from you just once more telling me more exactly when you will arrive and for how long you will be on the air, and one more thing will you engineer your shows? That's all for now.

Sincerely

Larry